

# **EXHIBIT B**

**DEFENDANT'S PROPOSED TRIAL EXHIBITS**

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
1	2			Plaintiff's Complaint
2	3			LG Logo
3	4			LG Logo w/ "Life's Good"
4	5			Jake Logo
5	6			Boston Herald, "Jake-pot! 'Good' life gets better"
6	7			Smiley face design
7	8			Photograph of bag w/ smiley face design and "Have a Nice Day"
8	9			LIGI t-shirt
9	10			LIGI Spring/Summer 2005 catalog
10	11			DNR, "Everything's 'Jake' at Life Is Good"
11	12			Sporting Goods Business, "Living the Good Life"
12	13			LG phone, refrigerator, and TV advertisements; LGE website printout
13	14A	LG007545 LG007549 LG007562 LG007564 LG007591 LG007593 LG007594	LG007545 LG007549 LG007562 LG007564 LG007591 LG007593 LG007594	Photographs of LG giveaways: coffee cup, calculator, luggage tag, bag, bottle, hat, and t-shirt
14	15			Photographs of LG giveaway: t-shirt
15	16			Plaintiff's responses to Defendants' first set of interrogatories
16	17			PTO website printout: Serial No. 74/654,470 for LIFE IS GOOD (Stylized)
17	18			PTO website printout: Serial No. 78/081,293 for LIFE IS GREAT (Stylized)
18	19			PTO website printout: Serial No. 75/654,228 for LIFE IS GOOD . . . THERE'S ICE CREAM
19	20			PTO website printout: Serial No. 75/554,487 for LIFE IS GOOD. WE MAKE IT BETTER
20	21			PTO website printout: Serial No. 74/593,136 for LIFE IS GOOD
21	22			Photographs of Miller TV commercial
22	23			PTO File History for Registration No. 2,481,887 for LIFE IS GOOD
23	24			PTO File History for Registration No. 2,692,561 for LIFE IS GOOD

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24	25	001759 001747 001682 001713 001580 001594 001633 001645 001722	001759 001747 001682 001713 001580 001594 001633 001645 001722	LIGI financial information
25	27			American Marketing Association, "Feel-good T-shirts spark cult following, sell simpler lifestyle"
26	28			New Hampshire Business Review, "Life has been good for Life Is Good duo"
27	29			Boston Magazine, "The Good Life"
28	30			Plaintiff's notice of deposition of LGE USA pursuant to Rule 30(b)(6)
29	31	LG003148	LG003148	LGE website printout: Corporate Identity
30	32			Business Week, "Korea's LG: Will it be the Next Samsung?"
31	33			PTO website printout: Serial No. 74/651,244 for LG Logo
32	34			LGE USA website printout: "LG Electronics and Ogilvy Public Relations Awarded the Gold at 2005 Sabre Awards Ceremony"
33	35			Defendants' responses to Plaintiff's first set of interrogatories
34	36			PTO website printout: Serial No. 78/416,600 for LG Logo with "Life's Good"
35	37			LGE website printout: Brand Identity
36	38			Photograph of LIGI hat
37	39			Defendants' Answer, Affirmative Defenses, and Counterclaims
38	40			Life's Good Sweepstakes and Instant Wing Game website printout
39	41			LGE website printout: What's New; Hot Products
40	42	LG003720	LG003731	LG trade show magazine
41	43			LIGI application for Serial No. 74/633,170 for LIFE IS GOOD, dated February 13, 1995
42	44	002441	002444	PTO Office Action for Serial No. 74/633,170 for LIFE IS GOOD, dated July 19, 1995
43	45			LIGI Response to Office Action for Serial No. 74/633,170 for LIFE IS GOOD, dated October 27, 1995
44	46			PTO Office Action for Serial No. 74/633,170 for LIFE IS GOOD, dated January 2, 1996

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45	47			LIGI application for 75/066,995 for LIFE IS GOOD, dated February 29, 1996
46	48			LIGI Combined Affidavit of Use and Incontestability for Registration No. 2,025,737 for LIFE IS GOOD, dated January 18, 2002
47	49			PTO Office Action for Serial No. 75/939,492 for LIFE IS GOOD, dated August 17, 2000
48	50			PTO Office Action for Serial No. 75/939,492 for LIFE IS GOOD, dated December 18, 2000
49	51			PTO Office Action for Serial No. 76/347,362 for LIFE IS GOOD, dated March 11, 2002
50	52			PTO Office Action for 76/319,447 for LIFE IS GOOD, dated December 3, 2001
51	53	001177 001012 001013 000870	001177 001013 001013 000870	Letter from Rolex Watch USA, Inc. counsel to LIGI, dated January 31, 2005
52	54	000816	000823	Letter from American Sporting Goods counsel to LIGI, dated September 12, 2001
53	55	000894 002130 002713 002676	000904 002130 002714 002679	Letter from Natural Life counsel to LIGI, dated August 26, 2004
54	56	000693 002004 002011	000695 002006 002013	Letter from Hallmark Cards counsel to LIGI, dated December 13, 2002
55	57	001324	001328	Letter from LIGI to Benton Silkscreening, dated April 1, 2004
56	58	002664	002665	Letter from LIGI to Wisconsin Department of Tourism, dated December 30, 2004
57	59	002687	002687	Email from "Mary" to LIGI
58	61	LG002734	LG002734	LG phone spec sheet
59	62	LG002144	LG002144	LG 2005 calendar w/ phone
60	63	LG002138	LG002139	LG 2005 calendar w/ laundry product
61	64	LG002135	LG002135	LG 2005 calendar w/ phone
62	65	LG002795	LG002796	LG 2004 phone spec sheet
63	66	LG002787	LG002788	LG 2004 phone spec sheet
64	67	LG004976	LG004982	LG customer list (excerpts) (HIGHLY CONFIDENTIAL)
65	68	LG006401	LG006407	WPP: Team LG-LGE contract (HIGHLY CONFIDENTIAL)
66	69	LG006445	LG006471	LG presentation: Recommendation on New Global Tagline (HIGHLY CONFIDENTIAL)
67	70	LG006325	LG006325	WPP: Team LG presentation (excerpt) (HIGHLY CONFIDENTIAL)

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68	71	LG006472	LG006590	LG Electronics Brand Communications Guidelines (HIGHLY CONFIDENTIAL)
69	72	LG006123	LG006154	LG presentation: December 2003 Sales Meeting (HIGHLY CONFIDENTIAL)
70	73	LG006337	LG006340	WPP: Team LG presentation (excerpt) (HIGHLY CONFIDENTIAL)
71	74	LG006356	LG006368	WPP: Team LG presentation (excerpt) (HIGHLY CONFIDENTIAL)
72	75	LG007585	LG007585	Photograph of LG giveaway: tissue box
73	76	LG007549	LG007549	Photograph of LG giveaway: calculator
74	77	LG007544	LG007544	Photograph of LG giveaways: calculator and pen
75	78	LG007737	LG007738	LGE USA website printout: "Leader Singled Out Among 'Best of the Info Tech 100'"
76	79	LG007739	LG007740	LGE USA website printout: "LG Electronics Unveils U.S. Branding Strategy at 2004 International Consumer Electronics Show"
77	80	LG007741	LG007742	LGE USA website printout: "LG Electronics Launches 2004 U.S. Branding Effort; Illuminates New Times Square Billboard"
78	81			LIGI Expert Report: Klein Survey
79	82			LG TV advertisement
80	83	AMS000155	AMS 000157	Klein pretest questionnaire
81	84	AMS 003588	AMS 003588	Klein pretest results
82	85	AMS 000063	AMS 000065	Klein pretest screener
83	86	AMS 000067	AMS 000117	Klein pretest stimuli
84	87	AMS 000063	AMS 000063	Klein pretest screener
85	88	AMS 003591	AMS 003591	Klein demographic information
86	89	AMS 000478	AMS 000537	Klein discarded questionnaires
87	90	AMS 000322	AMS 000393	Klein discarded questionnaires
88	91	AMS 000430	AMS000477	Klein discarded questionnaires
89	92	AMS 000394	AMS 000429	Klein discarded questionnaires
90	93	AMS 000811	AMS 001120	Klein discarded questionnaires
91	94	AMS 000586	AMS 000810	Klein discarded questionnaire
92	95			LG Expert Report: Morrin Report

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93	96			LG Expert Report: Morrin Critique of Klein Report
94	99			LG Expert Report: Reitter Survey
95		LG003148 LG003158 LG003580 LG003591	LG003148 LG003169 LG003588 LG003592	LGE website printout: Corporate Identity
96		LG008499	LG008508	LGE USA website printout: Products
97		LG003158	LG003169	LGE website printout: History
98		LG007807	LG007815	LGE presentation: Welcome to LG Electronics (HIGHLY CONFIDENTIAL)
99		LG007816	LG007817	LGE presentation: Key Messages (HIGHLY CONFIDENTIAL)
100		LG007781	LG007781	LGE USA Products and Gross Sales (HIGHLY CONFIDENTIAL)
101		LG003580	LG003592	LGE website printout: Public Services
102		LG007818	LG007836	LGE website printout: Corporate Social Responsibility
103		LG006325	LG006368	WPP: Team LG presentation (HIGHLY CONFIDENTIAL)
104		LG008490	LG008490	LG Logo
105		LG008491	LG008491	LG Logo w/ "Life's Good"
106		LG003652	LG003252	LG 2003 tradeshow video (CD)
107		LG003653	LG003253	LG 2003 "Don't Tell Mom" TV commercial (CD)
108		LG000001	LG000001	LG 2004 TV commercials (CD)
109		LG008466	LG008466	LG 2005 TV commercials (CD)
110		LG008464	LG008464	LG 2004 PR film (CD)
111		LG008465	LG008465	TV coverage of LG (CD)
112		LG006316	LG006323	LGE presentation: HDTV advertisements (HIGHLY CONFIDENTIAL)
113		LG007837	LG007849	LGE website printouts: 2006 Print Ads and TV Ads
114		LG000011 LG000025 LG000031 LG000091	LG000012 LG000029 LG000031 LG000100	LGE website printouts: 2003-2004 Print Ads
115		LG007857	LG007877	LGE USA website printouts: 2004-2006 Print Ads, Internet Ads, and Outdoor Advs; Sponsorships; Conferences
116		LG008377	LG008377	LG 2003 refrigerator advertisement
117		LG008372	LG008372	LG 2003 laundry advertisement
118		LG008378	LG008378	LG 2003 microwave advertisement
119		LG003657	LG003657	LG 2004 refrigerator advertisement
120		LG008380	LG008380	LG 2004 refrigerator advertisement

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121		LG008379	LG008379	LG 2004 laundry advertisement
122		LG003658	LG003658	LG 2004 microwave advertisement
123		LG002254	LG002255	LG 2004 refrigerator spec sheet
124		LG004375	LG004375	LG 2004 refrigerator point of purchase display
125		LG004394	LG004394	LG 2004 microwave point of purchase display
126		LG008382	LG008382	LG 2004 microwave advertisement
127		LG004350	LG004373	LG 2004 air conditioner brochure
128		LG004151	LG004177	LG 2004 appliances brochure
129		LG004975	LG004975	LG 2005 refrigerator advertisement
130		LG008385	LG008385	LG 2005 laundry advertisement
131		LG008384	LG008384	LG 2005 dishwasher advertisement
132		LG004149	LG004150	LG 2005 refrigerator advertisement
133		LG008386	LG008386	LG 2006 laundry advertisement
134		LG008387	LG008387	LG 2006 refrigerator advertisement
135		LG008388	LG008388	LG 2006 air conditioner advertisement
136		LG008389	LG008389	LG 2003 computer monitor advertisement
137		LG008390	LG008390	LG 2003 computer monitor advertisement
138		LG008391	LG008391	LG 2003 DVD/CD writer advertisement
139		LG008392	LG008392	LG 2004 TV advertisement
140		LG008393	LG008393	LG 2004 TV advertisement
141		LG008394	LG008394	LG 2004 computer monitor advertisement
142		LG004970	LG004790	LG 2004 TV catalogue
143		LG008395	LG008395	LG 2005 TV advertisement
144		LG008396	LG008396	LG 2005 TV advertisement
145		LG008397	LG008397	LG 2005 computer monitor advertisement
146		LG006645	LG006645	LG 2005 TV advertisement
147		LG007572	LG007572	LG 2005 TV promotion
148		LG008492	LG008492	LG 2006 TV advertisement
149		LG008493	LG008494	LG 2006 TV brochure
150		LG008495	LG008495	LG 2006 wireless speaker kit spec sheet
151		LG008398	LG008398	LG 2003 phone advertisement
152		LG008399	LG008399	LG 2004 phone advertisement
153		LG008400	LG008400	LG 2004 phone advertisement
154		LG008401	LG008401	LG 2004 phone advertisement
155		LG008402	LG008402	LG 2004 phone advertisement
156		LG008417	LG008435	LG 2004 phone catalog
157		LG008403	LG008403	LG 2005 phone advertisement
158		LG008404	LG008404	LG 2005 phone advertisement
159		LG008405	LG008405	LG 2005 phone advertisement
160		LG008406	LG008406	LG 2005 phone advertisement
161		LG008408	LG008408	LG 2005 phone advertisement
162		LG008411	LG008412	LG 2006 phone spec sheet
163		LG008409	LG008409	LG 2006 phone advertisement
164		LG008410	LG008410	LG 2006 phone advertisement
165		LG008413	LG008414	LG 2006 phone spec sheet

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166		LG008436	LG008450	LG 2006 trade show magazine
167		LG007805	LG007806	LGE USA website printout: "Pucker Up New York: Residents and Tourists Celebrate the Holidays Under the World's Largest Mistletoe"
168		LG008359	LG008360	Freemont Street Experience website printout
169		LG008361	LG008371	Photographs of Fremont Street Experience
170		LG007747	LG007777	LGE USA presentation: LGDA 2004 Proposed Media Plan (HIGHLY CONFIDENTIAL)
171		LG006591	LG006620	LGE MobileComm presentation: Building the Brand (HIGHLY CONFIDENTIAL)
172		LG006369	LG006370	LGE USA advertising expenditures (2003) (HIGHLY CONFIDENTIAL)
173		LG006311	LG006311	LGE USA advertising expenditures (2003) (HIGHLY CONFIDENTIAL)
174		LG006630	LG006633	LGE USA advertising expenditures (2004) (HIGHLY CONFIDENTIAL)
175		LG001998	LG001999	LGE website printout: "Newsweek, Foresees LG Electronics as the Hottest Player in the Electronics Industry for 2005"
176		LG007973	LG008174	Print coverage of LG
177		LG008175	LG008181	Broadcast, print, and print coverage of LG (CONFIDENTIAL)
178		LG008182	LG008358	Online coverage of LG
179		LG007783	LG007784	LGE USA information on advertising impressions (HIGHLY CONFIDENTIAL)
180		LG007785	LG007786	LGE USA information on advertising impressions (HIGHLY CONFIDENTIAL)
181		LG007787	LG007787	LGE USA information on advertising impressions (HIGHLY CONFIDENTIAL)
182		LG007788	LG007800	LGE USA information on advertising impressions (HIGHLY CONFIDENTIAL)
183		LG007801	LG007804	LGE USA information on advertising impressions (HIGHLY CONFIDENTIAL)
184		LG007782	LG007782	LGE USA Number of Publications Distributed (HIGHLY CONFIDENTIAL)
185		LG007595	LG007595	Photograph of LG trade show banner
186		LG004874	LG004876	Photograph of LG trade show banner
187		LG004869	LG004869	Photograph of LG trade show banner
188		LG007582	LG007583	LG giveaway: paper bag (photograph(s) and physical exhibit)
189		LG004872	LG004873	LG giveaway: tissue box (photograph(s) and physical exhibit)
190		LG004890	LG004890	LG giveaway: measuring tape (photograph(s) and physical exhibit)
191		LG007539	LG007539	LG giveaway: post-it note (photograph(s) and physical exhibit)

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192		LG007541	LG007541	LG giveaway: mini flash light (photograph(s) and physical exhibit)
193		LG007543	LG007543	LG giveaway: USB flash drive (photograph(s) and physical exhibit)
194		LG007544	LG007544	LG giveaway: calculator and pen (photograph(s) and physical exhibit)
195		LG007545	LG007545	LG giveaway: cup (photograph(s) and physical exhibit)
196		LG007549	LG007549	LG giveaway: calculator (photograph(s) and physical exhibit)
197		LG007552	LG007552	LG giveaway: notepad (photograph(s) and physical exhibit)
198		LG007553	LG007553	LG giveaway: planner (photograph(s) and physical exhibit)
199		LG007554	LG007554	LG giveaway: shirt (photograph(s) and physical exhibit)
200		LG007555	LG007555	LG giveaway: pom-pom (photograph(s) and physical exhibit)
201		LG007556	LG007556	LG giveaway: football (photograph(s) and physical exhibit)
202		LG007557	LG007557	LG giveaway: binder (photograph(s) and physical exhibit)
203		LG007558	LG007558	LG giveaway: shirt (photograph(s) and physical exhibit)
204		LG007559	LG007559	LG giveaway: windbreaker (photograph(s) and physical exhibit)
205		LG007560	LG007560	LG giveaway: tape measure (photograph(s) and physical exhibit)
206		LG007561	LG007561	LG giveaway: pen (photograph(s) and physical exhibit)
207		LG007562	LG007563	LG giveaway: luggage tag (photograph(s) and physical exhibit)
208		LG007564	LG007564	LG giveaway: leather bag (photograph(s) and physical exhibit)
209		LG007568	LG007568	LG giveaway: candy jar (photograph(s) and physical exhibit)
210		LG007575	LG007575	LG giveaway: phone jack (photograph(s) and physical exhibit)
211		LG007576	LG007576	LG giveaway: keychain (photograph(s) and physical exhibit)
212		LG007577	LG007577	LG giveaway: pen (photograph(s) and physical exhibit)
213		LG007578	LG007578	LG giveaway: pen (photograph(s) and physical exhibit)
214		LG007579	LG007579	LG giveaway: pen (photograph(s) and physical exhibit)

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215		LG007580	LG007580	LG giveaway: pen (photograph(s) and physical exhibit)
216		LG007581	LG007581	LG giveaway: pen (photograph(s) and physical exhibit)
217		LG007591	LG007591	LG giveaway: water bottle (photograph(s) and physical exhibit)
218		LG007593	LG007593	LG giveaway: baseball cap (photograph(s) and physical exhibit)
219		LG007594	LG007594	LG giveaway: t-shirt (photograph(s) and physical exhibit)
220		LG007596	LG007596	LG giveaway: folder (photograph(s) and physical exhibit)
221		LG007569	LG007569	LG giveaway: acrylic display (photograph(s) and physical exhibit)
222		LG007692	LG007736	LGE USA website printout: LG giveaways
223		LG004976	LG006047	LG customer list (HIGHLY CONFIDENTIAL)
224		LG007680	LG007684	LG price sheet for appliances (HIGHLY CONFIDENTIAL)
225		LG007685	LG007691	LG price sheet for TVs and DVDs (HIGHLY CONFIDENTIAL)
226		LG008451	LG008453	LIGI t-shirt (photograph(s) and physical exhibit)
227		LG008454	LG008455	LIGI flags (photograph(s) and physical exhibit)
228		LG008456	LG008457	LIGI bag (photograph(s) and physical exhibit)
229		LG008469	LG008470	LIGI coffee mug (photograph(s) and physical exhibit)
230		LG008471	LG008472	LIGI t-shirt (photograph(s) and physical exhibit)
231		LG008473	LG008474	LIGI t-shirt (photograph(s) and physical exhibit)
232		LG008475	LG008476	LIGI t-shirt (photograph(s) and physical exhibit)
233		LG008477	LG008478	LIGI t-shirt (photograph(s) and physical exhibit)
234		LG008479	LG008480	LIGI t-shirt (photograph(s) and physical exhibit)
235		LG008481	LG008481	LIGI baseball cap (photograph(s) and physical exhibit)
236		LG008482	LG008482	LIGI baseball cap (photograph(s) and physical exhibit)
237		LG008483	LG008483	LIGI baseball cap (photograph(s) and physical exhibit)
238		LG008484	LG008484	LIGI baseball cap (photograph(s) and physical exhibit)
239		LG008485	LG008485	LIGI frisbee (photograph(s) and physical exhibit)
240		LG008486	LG008486	LIGI round sticker (photograph(s) and physical exhibit)
241		LG008487	LG008487	LIGI oval sticker (photograph(s) and physical exhibit)
242		LG008488	LG008489	LIGI key chain (photograph(s) and physical exhibit)

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243		LG006638 LG007605	LG006639 LG007625	All Things Jeep website printouts
244				Exhibit 1 to Declaration of Dana Nicoletti: "Life is good when Jesus is life" t-shirt (photograph(s) and physical exhibit)
245				Exhibit 2 to Declaration of Dana Nicoletti: "Miller Lite Life is Good Maryland" t-shirt (photograph(s) and physical exhibit)
246				Exhibit 3 to Declaration of Dana Nicoletti: Website printout for "LIFE IS GOOD" charm (photograph(s) and physical exhibit)
247				Exhibit 4 to Declaration of Dana Nicoletti: Website printout for "LIFE IS GOOD" charm (photograph(s) and physical exhibit)
248				Exhibit 5 to Declaration of Dana Nicoletti: Website printout of "LIFE IS GOOD!" charm (photograph(s) and physical exhibit)
249				Exhibit 6 to Declaration of Dana Nicoletti: CD with "Life Is Good" (photograph(s) and physical exhibit)
250				Exhibit 7 to Declaration of Dana Nicoletti: "LIFE IS GOOD When You've Got a NANA Like Mine" t-shirt (photograph(s) and physical exhibit)
251				Exhibit 8 to Declaration of Dana Nicoletti: "Life is Good...Hockey is Better" sweatshirt (photograph(s) and physical exhibit)
252				Exhibit 9 to Declaration of Dana Nicoletti: "Joy, Fun, Love, Life is Good" charm (photograph(s) and physical exhibit)
253				Exhibit 10 to Declaration of Dana Nicoletti: Book cover with "Life Is So Good" (photograph(s) and physical exhibit)
254				Exhibit 11 to Declaration of Dana Nicoletti: CD with "RealLifeIsGoodEnough" (photograph(s) and physical exhibit)
255				Exhibit 12 to Declaration of Dana Nicoletti: Book cover of "Life Is Good..." (photograph(s) and physical exhibit)
256				Exhibit 13 to Declaration of Dana Nicoletti: Reese's "Life Is Good Between Reese's Cups" cap (photograph(s) and physical exhibit)
257				Exhibit 14 to Declaration of Dana Nicoletti: Journal with "Life is good" (photograph(s) and physical exhibit)

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258				Exhibit 15 to Declaration of Dana Nicoletti: Website printout of "Life is Good" poster (photograph(s) and physical exhibit)
259				Exhibit 16 to Declaration of Dana Nicoletti: CD with "Life Is Good" (photograph(s) and physical exhibit)
260				Exhibit 17 to Declaration of Dana Nicoletti: "Life Is Good In The Navy Pub" sign (photograph(s) and physical exhibit)
261				Exhibit 18 to Declaration of Dana Nicoletti: "Life Is Good In The Army Pub" sign (photograph(s) and physical exhibit)
262				Exhibit 19 to Declaration of Dana Nicoletti: "Life Is Good In The Air Force Pub" sign (photograph(s) and physical exhibit)
263				Exhibit 20 to Declaration of Dana Nicoletti: "Life Is Good In The Coast Guard Pub" sign (photograph(s) and physical exhibit)
264				Exhibit 21 to Declaration of Dana Nicoletti: "Life Is Good In The Marines Pub" sign (photograph(s) and physical exhibit)
265				Exhibit 22 to Declaration of Dana Nicoletti: CD with "Life Is Good" (photograph(s) and physical exhibit)
266				Exhibit 23 to Declaration of Dana Nicoletti: Book cover with "Life Is Good" (photograph(s) and physical exhibit)
267				Exhibit 1 to Declaration of Jaclyn Kidwell: "Life is good. Lakes, Mountains and chocolates from Vermont" t-shirt (photograph(s) and physical exhibit)
268				Exhibit 2 to Declaration of Jaclyn Kidwell: "books., cats., life is good." t-shirt (photograph(s) and physical exhibit)
269				Exhibit 3 to Declaration of Jaclyn Kidwell: "It's a Texas Thang life is good" t-shirt (photograph(s) and physical exhibit)
270				Exhibit 4 to Declaration of Jaclyn Kidwell: "Life is good with dog" t-shirt (photograph(s) and physical exhibit)
271				Exhibit 5 to Declaration of Jaclyn Kidwell: "Life is SO GOOD" bib (photograph(s) and physical exhibit)
272				Exhibit 6 to Declaration of Jaclyn Kidwell: "Life is Good... ..and so it is!" t-shirt (photograph(s) and physical exhibit)

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273				Exhibit 7 to Declaration of Jaclyn Kidwell: "Life is good" sweatshirt (photograph(s) and physical exhibit)
274				Exhibit 8 to Declaration of Jaclyn Kidwell: "LIFE IS GOOD" t-shirt (photograph(s) and physical exhibit)
275				Exhibit 9 to Declaration of Jaclyn Kidwell: "When You're The Top Dawg Life is good" dress (photograph(s) and physical exhibit)
276				Exhibit 10 to Declaration of Jaclyn Kidwell: "When You're The Top Dawg Life is good" t-shirt (photograph(s) and physical exhibit)
277				Exhibit 11 to Declaration of Jaclyn Kidwell: "Life is Good at the Jersey Shore" t-shirt (photograph(s) and physical exhibit)
278				Exhibit 12 to Declaration of Jaclyn Kidwell: "Life is Good at the Jersey Shore" sweatshirt (photograph(s) and physical exhibit)
279				Exhibit 13 to Declaration of Jaclyn Kidwell: "Life is Good!!!" coaster (photograph(s) and physical exhibit)
280				Exhibit 14 to Declaration of Jaclyn Kidwell: "Life Is Good!!!" baseball cap (photograph(s) and physical exhibit)
281				Exhibit 16 to Declaration of Jaclyn Kidwell: "Life Is GOOD!!!" baseball shirt (photograph(s) and physical exhibit)
282				Exhibit 19 to Declaration of Jaclyn Kidwell: "Life is Good!!!" coffee mug (photograph(s) and physical exhibit)
283				Exhibit 20 to Declaration of Jaclyn Kidwell: "Life is GOOD!!!" coffee mug (photograph(s) and physical exhibit)
284				Exhibit 26 to Declaration of Jaclyn Kidwell: "Life is Good... ..and so it is!" t-shirt (photograph(s) and physical exhibit)
285				Exhibit 27 to Declaration of Jaclyn Kidwell: "Life is GOOD Mountain Horses Make it BETTER!" coffee mug (photograph(s) and physical exhibit)
286				Exhibit 28 to Declaration of Jaclyn Kidwell: "Life is good" button (photograph(s) and physical exhibit)
287				Exhibit 29 to Declaration of Jaclyn Kidwell: "Life is good" hand towel (photograph(s) and physical exhibit)

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
288				Exhibit 30 to Declaration of Jaclyn Kidwell: "LIFE IS GOOD" figurine (photograph(s) and physical exhibit)
289				Exhibit 31 to Declaration of Jaclyn Kidwell: "Life is good!" book cover (photograph(s) and physical exhibit)
290				Exhibit 33 to Declaration of Jaclyn Kidwell: CD with "life is good" (photograph(s) and physical exhibit)
291				Exhibit 34 to Declaration of Jaclyn Kidwell: CD with song titled "Life Is Good" (photograph(s) and physical exhibit)
292				Exhibit 35 to Declaration of Jaclyn Kidwell: CD with song titled "Life Is good" (photograph(s) and physical exhibit)
293				Exhibit 36 to Declaration of Jaclyn Kidwell: CD with song titled "Life Is Good" (photograph(s) and physical exhibit)
294				Exhibit 37 to Declaration of Jaclyn Kidwell: CD with song titled "Life is Good" (photograph(s) and physical exhibit)
295				Exhibit 38 to Declaration of Jaclyn Kidwell: CD with "LIFE IS GOOD" and song titled "Life is Good"(photograph(s) and physical exhibit)
296				Exhibit 39 to Declaration of Jaclyn Kidwell: CD with song titled "Life Is Good" (photograph(s) and physical exhibit)
297		LG008496	LG008498	LIFE IS GOOD" bumper sticker
298		000693 HM000001	000693 HM000064	Exhibit 4 to Declaration of Timothy Lemper: subpoena for deposition of Jason Gorden and documents produced in response to subpoena
299		MB000013 MB000001 MB000018 MB000034	MB000017 MB000001 MB000023 MB000039	Exhibit 5 to Declaration of Timothy Lemper: subpoena for deposition of Miller Brewing Company and documents produced in response to subpoena

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
300		NL000001 NL000006 NL000016 NL000023 NL000031 NL000034 NL000039 NL000046 NL000052 NL000061 NL000064 NL000067 NL000073 NL000076	NL000004 NL000008 NL000017 NL000029 NL000031 NL000034 NL000039 NL000048 NL000057 NL000061 NL000065 NL000067 NL000073 NL000076	Exhibit 6 to Declaration of Timothy Lemper: subpoena for deposition of Natural Life Collections and documents produced in response to subpoena
301		FI000001 FI000004 FI000009 FI000483 FI000014 FI000137 FI000143 FI000247 FI000251 FI000365 FI000371 FI000479 FI000006	FI000002 FI000005 FI000010 FI000483 FI000015 FI000137 FI000143 FI000247 FI000251 FI000365 FI000371 FI000479 FI000008	Exhibit 7 to Declaration of Timothy Lemper: subpoena for deposition of Forbes Inc. and documents produced in response to subpoena
302		SE000001 SE000038	SE000005 SE000038	Exhibit 8 to Declaration of Timothy Lemper: subpoena for deposition of Sears, Roebuck & Co. and documents produced in response to subpoena
303		THC00000 1 THC00000 8a THC00000 9a THC00001 0	THC000007 THC000008 b THC000009 b THC000010	Exhibit 9 to Declaration of Timothy Lemper: subpoena for deposition of The Hershey Company and documents produced in response to subpoena
304		AG000001	AG000007	Documents produced by Bally Gaming Systems in response to subpoena
305		JB000001	JB000077	Documents produced by John Burys in response to subpoena
306		CR000001	CR000006	Documents produced by Caley Ridge Assisted Living in response to subpoena
307		FI000001	FI000483	Documents produced by Forbes Inc. in response to subpoena

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
308		GT000001	GT000051	Documents produced by GameTech in response to subpoena
309		GR000001	GR000020	Documents produced by Great River Economic Development Foundation in response to subpoena
310		HM000001	HM000064	Documents produced by Hallmark Cards Inc. in response to subpoena
311		THC000001	THC000010	Documents produced by The Hershey Co. in response to subpoena
312		MB000001	MB000111	Documents produced by Miller Brewing Co. in response to subpoena
313		MB000001		Photographs of Miller TV commercial produced in response to subpoena
314		MILIFE000001 MILIFE000013	MILIFE000111 MILIFE000013	Documents produced by Life Is Good, Inc. (Michigan) in response to subpoena
315		MELIFE000001 MELIFE000015 MELIFE000087	MELIFE000012 MELIFE000084 MELIFE000151	Documents produced by Life Is Good (Massachusetts) in response to subpoena
316		NL000001	NL000076	Documents produced by Natural Life Collections, Inc. in response to subpoena
317		RN000001	RN000031	Documents produced by Robin Nedboy in response to subpoena
318		MB000002	MB000012	Documents produced by Nutramarks, Inc. in response to subpoena
319		RX000001	RX000002	Documents produced by Rolex Watch U.S.A., Inc. in response to subpoena
320		SE000001	SE000058	Documents produced by Sears Holdings Corporation in response to subpoena
321				LG Expert Report: Butters Report
322		LG007878	LG007972	Exhibits to Butters Report
323		LG008458	LG008459	Photographs and physical exhibit of "Have a Nice Day" t-shirt (photograph(s) and physical exhibit)
324		LG008460	LG008460	Photographs and physical exhibit of "Have a Nice Day" bag (photograph(s) and physical exhibit)
325		LG008461	LG008461	"Have a Nice Day" poster (photograph(s) and physical exhibit)
326		LG008462	LG008463	Photographs and physical exhibit of "Have a Nice Day" coffee mug (photograph(s) and physical exhibit)

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
327		LG008467	LG008467	"Have a Nice Day" bumper sticker (photograph(s) and physical exhibit)
328		LG008468	LG008468	"Have a Nice Day" magnet (photograph(s) and physical exhibit)
329		LG004971 LG006624 LG007630 LG007660	LG004973 LG006627 LG007656 LG007677	Third-party use of smiley face designs
330				LG Expert Report: Simms Report
331				PTO file history for Registration No. 2,025,737 for LIFE IS GOOD
332				LIGI request to record assignment for Registration No. 2,025,737 for LIFE IS GOOD and Registration No. 2,055,452 for Jake Logo
333				PTO file history for Registration No. 2,865,595 for LIFE IS GOOD
334				PTO file history for Registration No. 2,481,887 for LIFE IS GOOD
335				PTO file history for Serial No. 75/939,492 for LIFE IS GOOD
336				PTO file history for Serial No. 76/319,447 for LIFE IS GOOD
337				PTO file history for Registration No. 2,826,245 for LIFE IS GOOD
338				PTO file history for Registration No. 2,826,245 for LIFE IS GOOD
339				PTO file history for Registration No. 2,692,561 for LIFE IS GOOD
340				PTO file history for Serial No. 78/660,154 for LIFE IS GOOD
341				PTO file history for Serial No. 78/416,600 for LG Logo with "Life's Good"
342				PTO file history for Registration No. 2,055,452 for Jake Logo
343		002205 002182	002230 002182	Documents re Serial No. 76/319,447 for LIFE IS GOOD
344		002398	002415	Documents re Serial No. 75/939,492 for LIFE IS GOOD
345		002416	002423	Documents re Serial No. 76/347,362 LIFE IS GOOD
346		002425 002670	002452 002675	Documents re Serial No. 74/633,170 for LIFE IS GOOD
347		002454	002458	Documents re Serial No. 78/066,995 LIFE IS GOOD

Exh. No.	Deposition Exh.	Beginning Doc. No.	Ending Doc. No	Description
348		002736	002747	PTO Certificates of Registration for Registration No. 2,025,737 for LIFE IS GOOD, Registration No. 2,055,452 for JAKE SYMBOL, Registries No. 2,454,376 for DO WHAT YOU LIKE. LIKE WHAT YOU DO., Registration No. 2,481,887 for LIFE IS GOOD, Registration No. 2,962,561 for LIFE IS GOOD, Registration No. 2,911,483 for GOOD TECH
349				Exhibit A to Affidavit of Albert Jacobs: LIGI Fall/Winter 2006 catalog
350		000157	000232	LIGI Spring/Summer 2005 catalog
351		000233	000296	LIGI Fall/Winter 2004 catalog
352		000297	000324	LIGI Golf & Tennis Fall 2004 catalog
353		000325	000396	LIGI Spring/Summer 2004 catalog
354		000397	000428	LIGI Golf & Tennis 2004 catalog
355		000429	000448	LIGI Golf & Tennis 2003 catalog
356		000449	000496	LIGI 2003 catalog
357		000497	000535	LIGI Fall-Winter 2002 catalog
358		000536	000571	LIGI Spring 2002 catalog
359		000572	000595	LIGI Fall 2001 catalog
360		000596	000615	LIGI Spring 2001 catalog
361		000616	000631	LIGI Fall 2000 catalog
362		000632	000643	LIGI Spring 2000 catalog
363		000644	000667	LIGI 1999 catalog
364		000907	000910	Jacobs Gallery clothing tags, mailing labels, and business cards
365		000925	000984	LIGI Fall-Winter 2003 catalog
366		000985	001000	LIGI 1998 catalog
367		001183	001234	LIGI Spring/Summer 2004 catalog
368		001235	001246	LIGI Summer 2004 catalog
369		001247	001290	LIGI Fall 2004 catalog
370		001291	001310	LIGI Holiday Collection 2004 catalog
371		002488	002551	LIGI Fall/Winter 2004 catalog
372		000137	000139	Worthwhile, "The Sunshine Boys"
373		000142	000142	Philadelphia Inquirer, "Upbeat icon is ticket to good fortune for Villanova grad and his brother"
374		000143	000143	Entrepreneur Magazine, "John Jacobs, 33, Bert Jacobs, 36, Life Is Good"
375				Excerpts of Exhibit A to Affidavit of Thomas Kenney: Articles on LIGI"
376		000023	000130	LIGI customer list
377		001426	001431	LIGI customer list
378		000148	000156	LIGI price list
379		003453	003462	E-mails on LIGI book concept survey
380		003463	003476	LIGI book concept survey

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
381		002159	002159	PTO website printout: Serial No. 78/402,056 for LIFE IS GOOD HERE
382		002007	002008	PTO website printout: Serial No. 76/017,366 for LIFE IS GOOD
383		002094	002094	Correspondence re Todd Alix
384		002104	002105	PTO website printout: Serial No. 78/424,777 for LIFE IS GOOD
385		002106	002107	PTO website printout: Serial No. 78/354,535 for LIFE'S GOOD
386		001933 002146	001935 002157	Correspondence re SkinMedica
387		001392	001395	Correspondence re PC Print Shop
388		001413	001413	Correspondence re Community Alliance for Teen Safety
389		001420	001423	Correspondence re Fishboy Art and Design
390		001963	001966	Correspondence re Island Giving-Delay Gifts, Inc.
391		001959	001962	Correspondence re Choice Shirts
392		001324 003378	001328 003379	Correspondence re Benton Silkscreening
393		000867	000869	Correspondence re Cape Cod Olde Tyme Candies
394		000015	000016	PTO website printout: Registration No. 2,283,346 for LIFE IS GOOD. WE MAKE IT BETTER
395		000009	000010	PTO website printout: Registration No. 2,562,053 for LIFE IS GREAT!
396		000011 000017	000012 000020	PTO website printout: Registration No. 2,087,491 for TENEMOS MILLER LITE. VIVIMOS EN TEXAS. QUE VIDA TAN BUENA"
397		000871	000879	Correspondence re John Burys
398		002698	002700	Correspondence re San Francisco Coffee
399		002703	002704	Correspondence re Banana Republic
400		001878	001882	Correspondence re Wisconsin Department of Tourism
401		002716 002661	002716 002663	Correspondence re TeamWorld, Inc.
402		000013	000014	PTO website printout: Registration No. 2,302,299 for LIFE IS GOOD...THERE'S ICE CREAM!
403		001883	001885	Correspondence re RusticDecorating.com
404		001012 001177 002103	001013 001177 002103	Correspondence re Rolex

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
405		000839 002035	000840 002035	Correspondence re Bob's Stores
406		000841 002036	000843 002040	Correspondence re Life is Good Products, Inc.
407		000894 002123 002130 002676	000904 002125 002130 002679	Correspondence re Natural Life Collections
408		000905 002120	000906 002120	Correspondence re Buffalo Shirt Company
409		000783 001987	000808 001989	Correspondence re Resources for Independence
410		001896 001915	001910 001932	Correspondence re C. Warlick
411		002134 002694	002136 002695	Correspondence re The Black Dog Tavern Company, Inc.
412		001936 002144	001939 002145	Correspondence re Cayucos Surf Company, Inc
413		000683 001329	000690 001334	Correspondence re Limited Brands, Inc.
414		000693 002004 002011	000695 002006 002018	Correspondence re Hallmark Cards
415		000721 002009 002056	000733 002010 002058	Correspondence re Top Dawg
416		002108 002160 002769 003285	002119 002163 002787 003290	Correspondence re Indian River Coffee
417		002172 003268 003303	002173 003274 003303	Correspondence re Jill Robinson
418		000809	000810	Correspondence re Pooler & Associates
419		002164 002788 002715	002165 002788 002715	Correspondence re William Arteaga
420		003291 003495	003396 003500	Correspondence re Wal-mart Stores, Inc.
421		003293	003294	Correspondence re Lake Champlain Chocolates
422		003361	003362	Correspondence re Hydrangeas Gift Shop
423		003363	003364	Correspondence re Janelle Frerichs
424		003365	003366	Correspondence re Crystal Clear Industries
425				Plaintiff's responses to Defendants' request for admissions

<b>Exh. No.</b>	<b>Deposition Exh.</b>	<b>Beginning Doc. No.</b>	<b>Ending Doc. No</b>	<b>Description</b>
426				Plaintiff's responses to Defendants' interrogatories
427				Plaintiff's Local Rule 56.1 State of Disputed Facts